

# College Bound

ISSUES & TRENDS FOR THE COLLEGE ADMISSIONS ADVISOR

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## Admissions Watch

### Tracking Early Applications

**Dartmouth Admits 23 Percent ED.** Dartmouth C. in New Hampshire received a record 2,474 Early Decision applications, 9 percent more than last year. It admitted 565 students, or 23.2 percent. About 48 percent of the Class of 2023 has been admitted ED.

The new class includes 138 recruited athletes and 25 students who applied through QuestBridge. And about 13 percent of those admitted are eligible for Pell Grants. Additionally, 119 of the newly-admitted students are on track to become either valedictorians and salutatorians of their high school class, according to *The Dartmouth*.

Lee Coffin, dean of admissions and financial aid, told the paper he expects that 96 percent of the ED students will enroll, which means about 550 of them will fill seats in a class of 1,150 students.

**Emory's ED Apps Up 12 Percent.** Emory U. in Atlanta received a record 1,910 first round Early Decision applications, a 12 percent increase over last year. It admitted 256 students. Some of the students were admitted to both the Oxford and Emory campuses.

Additionally, as many as 32 QuestBridge students listed Emory as a top choice. If they enroll, they will receive full tuition and fees for four years. Of the 40 QuestBridge participating colleges, Emory is one of the nation's largest, with about 400 QuestBridge students at its Atlanta or Oxford campuses.

**Georgetown Admits 11 Percent EA.** Georgetown U. in Washington, D.C., attracted 7,802 Early Action applications for its Class of 2023, down 7 percent from last year's 8,387 applicants. It accepted 919 students, or about 11.78 percent, a record low. African-American students made up 11 percent of this year's pool, according to *The Hoya*, while 13 percent

was Latinx, 16 percent Asian American and 8 percent international applicants. Those accepted this year, on average, were in the top 5 percent of their high school class, with ACT scores ranging between 33 and 35, or SAT verbal scores between 720 and 760 and SAT math scores between 740 and 790.

Charles Deacon, dean of undergraduate admissions, told *The Hoya* that this year's application decrease was due, in part, to pressures from peer schools to apply to Early Decision programs. "It's all about marketing and trying to get numerical results that they think make them look competitive, because if you do get admitted in a binding Early Decision then you are going to have to enroll, so they get 100 percent yield," he said.

**Grinnell Fills One Third of New Class.** Grinnell C. in Iowa attracted 231 Early Decision I applications, including 89 which came from international students. About 30 to 35 percent of the incoming Class of 2023 will be selected through its two rounds of Early Decision.

Jonathan Edwards, senior associate director of admission, said those who review applications ask a number of questions. First, "Can the students do the work academically, of course? Because that's the most important thing; we don't want to set a student up to fail." But second, they ask, "Would students be happy here? Is Grinnell a good social fit for them as well? Will they plug into the extracurricular stuff that liberal arts colleges offer? And do students end up learning from each other, as they do from the faculty, from the coursework?"

Also, the Board of Trustees of Grinnell reaffirmed its need-blind policy for domestic students to meet 100 percent of demonstrated

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## Financial Matters

**Colby Supports Middle-Class Students.** With a large alumni contribution, Colby C. in Maine has created The Fair Shot Fund so middle-class families making \$150,000 or less can cap their parent contribution at \$15,000. Currently, 87 percent of families in the country fall below that threshold. Now students from middle-class families will be able to attend Colby for less than the average in-state cost of a public, four-year institution, which currently averages \$21,370.

**Assisting Detroiters.** The Michigan College Access Network received a \$50,000 grant from the FCA Foundation, the charitable arm of North American automaker FCA US LLC, to increase the percent of Detroiters with high-quality degrees and certificates.

MCAN will use the money to help low-income students, first-generation college-going students and students of color from the Detroit area to navigate the complex college exploration, admissions and financial aid process.

**Elizabethtown Cuts Tuition by 32 Percent.** Elizabethtown C. in Pennsylvania has cut its tuition by 32 percent. "About three-quarters of the institutions that have done this have seen some substantial increase in the number of applications they get, and, in most cases, that's turned into an enrollment increase as well..." said Carl Strickwerda, president.

"But we are, at the same time, making some real steps to use that financial aid in the most effective way possible, so people who really

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## EARLY APPS

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need. The average yearly need-based aid package for domestic students this academic year is \$45,077. Grinnell also provides aid to international students, averaging about \$38,487.

### Harvard's Women Head for STEM.

Harvard C. received 6,958 Early Action applications to join its Class of 2023. It admitted 935 of them, or 13.4 percent, down from last year's 14.5 percent. Women edged out men with 51.3 percent of the admits.

Of those who expressed interest in the physical sciences, 53 percent are women, compared to 33 percent last year. And 43 percent of those interested in computer science are women, up from 29 percent in 2017. "The gender shift is quite dramatic," said William R Fitzsimmons, dean of admissions and financial aid. "I haven't seen anything like that before."

### Illinois Early Apps Jump 24 Percent.

Thanks to the "Illinois Commitment," a new offer of free tuition to lower-income students, early applications to the U. of Illinois's flag-

ship campus at Urbana Champaign soared by 24 percent, or 5,000 more than last year. The U. of I. admitted 17,000, 2,500 more than in 2017, according to *The News-Gazette*. This was the first year that students could self-report standardized test scores, which speeded up the process.

Another 5,000 students were deferred and 6,000 were denied admission, "significantly higher than last year." Andy Borst, director of undergraduate admissions, told the paper, "With more applications and limited seats, we had to turn away some really talented students."

### Penn's ED Apps Up Slightly.

Early Decision applications for the Class of 2023 at the U. of Pennsylvania in Philadelphia stabilized after last year's record-breaking numbers. This fall, 6,746 students applied ED to Penn, .22 percent more than last year. "Being level this year was expected after we grew 15 percent in a single year last year," Kathryn Bezella, admissions vice dean and director of marketing and communications, told *The Daily Pennsylvanian*. Last year, 1,312 or 18 percent ED students were admitted. ■

## FINANCIAL MATTERS

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have true financial need are still going to be able to get a lot of help from the institution, and we're pretty confident that they're still going to be able to attend," he added.

### Notre Dame C. Freezes Tuition.

Tuition for the 2019-20 school year at Notre Dame C. in South Euclid, Ohio, will remain steady at \$30,160. Total yearly costs are estimated at \$40,290. However, 98 percent of its students receive either merit or need-based aid. And 50 percent of its students are Pell Grant eligible.

Founded in 1922 by the Sisters of Notre Dame, the college enrolls and graduates "students who are committed to sacrifice and hard work to build a better life for themselves and their communities," said Beth Ford, vice president for enrollment.

### St. Olaf's Financial Aid Calculator.

St. Olaf C. in Minnesota has launched a new online tool, Myintuition, to help students and parents calculate their financial aid award in less than five minutes.

"We know that many students rule out particular colleges based solely on sticker price," said Chris George, dean of admissions and financial aid. "In less than five minutes, they can have an estimate of their cost to attend St. Olaf, answering one of the key questions in the college search process and leaving more time to discover the tremendous opportunities available to them through a St. Olaf education."

Find Myintuition at St. Olaf at <https://wp.stolaf.edu/admissions/afford/>.

### Rhode Island's FAFSA Competition.

The Board of the Rhode Island Student Loan Authority established a competition among high schools to boost FAFSA completion rates. High schools with the most students applying or most improved FAFSA completion rates will receive scholarship prizes. Meanwhile, Postsecondary Commissioner Brenda Dann-Messier set up a new online dashboard to show how many Rhode Island students are completing the form.

### Stephen F. Austin State U.

Students in the Loan Star College System who wish to pursue a four-year degree at Stephen F. Austin State U., and who receive a specific scholarship are eligible to receive a matching scholarship for their final two years. The Promise Scholarship is targeted toward first-generation college students who meet the college's admissions requirement, and agree to participate in community service.

### Washington State U.'s New Spanish Website

**Helps with Financial Aid.** Washington State U. has translated its relatively new financial aid website into Spanish to make decisions easier for a growing student demographic. Over the last seven years, WSU's Hispanic student population has more than doubled from 1,405 students in 2009 to 3,512 in Fall 2016. Hispanic students currently make up 14.1 percent of WSU's undergraduate student body.

"Parents are part of financial decisions, and students were telling us about stories where they were translating stuff to parents and it was confusing information to them," said Brian Dixon, assistant vice president of student

## Big 10 Fall 2018 Returns

ESPN took a look at how Michigan State U.'s applications fared after its athletic scandal. While other Big Ten state universities saw significant increases in their number of applications, there were other unexplained declines. Here are statistics, compiled by ESPN.

- The U. of Wisconsin led the way with 42,627 applications for the Class of 2022, up 19.7 percent from the previous year;

- The U. of Michigan received 65,684 applications, up 9.7 percent;

- Purdue U. drew 53,442 applications, up 9.3 percent over last year;

- Northwestern U. received 40,426 applications, up 8.5 percent;

- Rutgers U. attracted 41,348 applications, up 7.7 percent;

- Indiana U. fielded 44,169 applications, up 5.3 percent;

- The U. of Illinois received 39,406 applications, up 1.1 percent;

- The Ohio State U. collected 52,540 applications, up 0.2 percent;

- The U. of Nebraska drew 14,956 applications, up 0.1 percent;

- The U. of Minnesota received 43,401 applications, a slight decline of 0.6 percent;

- The U. of Maryland received 33,568 applications, a decline of 1.3 percent;

- The U. of Iowa received 26,706 applications, down 3.7 percent;

- And, Michigan State U., shaken by scandals surrounding a former athletic trainer, received 3,000 fewer applications than the previous year or a decline of 8.3 percent. A total of 33,129 students applied for Fall 2018 spots. ■

financial services.

**U. of Northern Iowa's "RaiseMe."** Through RaiseMe, community college students can earn "micro-scholarships" for strong academic performance, participation in extracurricular activities and other achievements that support progress towards an associate's degree and transfer to a four-year college of their choice.

The U. of Northern Iowa is the only public university in Iowa that awards transfer students through RaiseMe. Find more details at [findaid.uni.edu/raiseme-cctransfers](http://findaid.uni.edu/raiseme-cctransfers).

### Washington C.'s Nagler Scholarship.

Washington C. in Maryland received \$1.86 million from alumni William Nagler. Awards will go to Washington C. students who demonstrate academic excellence, with a preference to students from Oregon. Half of his donation will go to the school's tennis program.

In general, this is the kind of specialized scholarship that college-bound students should seek out at the college they chose. ■

# Enrollment Trends

**The Latest Enrollment Stats from NCES.** The U.S. Dept. of Ed's National Center for Education Statistics released data that showed in Fall 2016, the latest year for reporting, approximately 20.2 million students enrolled at Title IV institutions, 17.3 million of whom were undergraduates. Additionally, it found:

- 55 percent of all students were women, while 58 percent of all students at private nonprofit institutions were women;
- Approximately 49 percent of the 1.4 million students enrolled at for-profit institutions were enrolled exclusively in distance education courses, as were 18 percent of the 4.1 million students enrolled in nonprofit institutions and 11 percent of the 14.7 million students enrolled in public institutions;
- Approximately 29 percent of expenses at public four-year entities were for instruction, compared with approximately 42 percent at public two-year entities;
- The adjusted nine-month average salary for full-time professors at public four-year institutions was approximately \$121,000 for men and \$107,000 for women. At public two-year institutions, the average salary for full-time professors was approximately \$76,000 for men and \$73,000 for women.

**Cincinnati State Technical and Community C.** Cincinnati State Technical and C. C. has opened new welcome, career and transfer centers. The career center will help students discover their talents, figure out what jobs they might want to pursue and connect them with local employers through the college's cooperative education program.

"With today's economy and technology evolving at breakneck pace, students will be able to utilize the career center resources to learn about exciting career options and to unlock their potential," said Robin Hopes, provost.

The new transfer center will help students transition to one of more than 20 universities in the area to earn their bachelor's degree and maximize scholarships.

"It's about the workforce," said Monica Posey, president. "We know there's a workforce shortage in Ohio, so how can we make sure more students come into the pipeline."

**Kentucky Now Accepts Applications Through My Coalition.** The Office of Undergraduate Admission at the U. of Kentucky announced it now accepts applications through the Coalition for College Access' My

Coalition application. To learn more, see, [www.coalitionforcollegeaccess.org](http://www.coalitionforcollegeaccess.org), or for the U. of K. see, [www.uky.edu/admission/apply-uk](http://www.uky.edu/admission/apply-uk).

**UC Merced Partners With College Advising Corps.** The U. of California Merced has joined forces with the College Advising Corps to bring near-peer advising into high schools of the San Joaquin Valley to help students prepare individual academic plans, SAT and ACT registration, career workshops and individual parent meetings. UC Merced is the 25th U.S. institution to join the North Carolina-based College Advising Corps.

**West Chester Promise Program.** West Chester U. outside Philadelphia reaches out to incoming students to let them know that its "Promise Program" is available to support them so they don't flounder when they arrive, and continues checking in on them throughout their academic career, often playing the role a family might typically fill. The Promise Program helps students who may fall into desperate situations with their families or living circumstances or in the classroom. It has rescued many of its students who otherwise may have dropped out to help them graduate.

**Wittenberg Turns To Data Analytics.** Wittenberg U. in Ohio "is enlisting predictive analytics services from SiteLine Data, as it aims to grow enrollment to 2,100 students by 2020." Like many colleges, in the past, it used a "shotgun approach" and purchased student data with the goal of filling the top of the "student recruitment funnel." Now, Wittenberg hopes to use a more "focused approach by determining which individual students are more likely to enroll and stay at the university, while also assessing financial need through their student careers."

"Universities and the public are transitioning to a new era for education, where technology plays a pivotal role both in learning and administration," said Ashley Kern, SiteLine founder.

Wittenberg is also using predictive analytic data to boost its retention rate of first-to-second year students to 80 percent.

**American Talent Initiative.** The American Talent Initiative was launched two years ago. Since then, 96 participating colleges and universities have increased their enrollment of low-income students by 3.5 percent, or 7,291 students, according to their recently released Impact report. See, <https://americantalentinitiative.org>. ■

## COUNSELOR'S BOOKSHELF

*The Boy Crisis: Why Boys Are Struggling and What We Can Do About It* by Warren Farrell and John Gray; Ben Bella Books; ISBN10: 1942952716; \$25.95. "Boys are projected to be only 40 percent of college graduates, yet the Department of Education provides aid to girls but not boys," the authors claim.

*College Beyond the States: European Schools That Will Change Your Life Without Breaking the Bank* by Jennifer Viemont; Amazon Digital Service; ASIN: B07F22536Z; Kindle, \$7.99; Paperback, \$14.99. Also see, [\[thestates.com\]\(http://thestates.com\).](http://www.beyond-</a></p></div><div data-bbox=)

*Addicted to Reform: A 12-Step Program to Rescue Public Education* by John Merrow. The book argues that "our democracy must have schools that respect and nurture our children.... Let's stop asking, 'How intelligent are you?' and instead ask, 'How are you intelligent?'" the author said. The New Press; ISBN 10: 1620972417; \$25.95.

**Free Common App Guide.** Collegewise and Reach Higher have teamed up to produce a 60-page step-by-step guide for students

and high school counselors for using the Common App. It is free at <http://collegewise.com/collegewise-reach-higher-guide-to-the-common-application>.

**New Engineers.** A recent issue of *New Engineer* focused on Indiana U.'s School of Informatics, Computing & Engineering and its new highly-touted Intelligent Systems Engineering program. See, [www.newengineerusa.com](http://www.newengineerusa.com).

*The Ultimate Scholarship Book 2019: Billions of Dollars in Scholarships, Grants and Prizes* by Gen Tanabe and Kelly Tanabe; ISBN: 1617600458; \$28; [www.supercollege.com](http://www.supercollege.com). ■



## CURRICULUM CAPSULES

**Top Undergraduate Business Schools for Finance.** What are the best undergraduate programs in finance? Bachelordegreecenter.org recently posted its choice for the top 25 finance programs. Here are its top 15, in order:

Bentley U. Department of Finance; Massachusetts Institute of Technology-Sloan School of Management; U. of Pennsylvania-Wharton School; U. of Notre Dame-Mendoza C. of Business; Cornell U.-Dyson School; Santa Clara U. Leavey School of Business; Washington U. in St. Louis-John M. Olin Business School; Georgetown U.-McDonough School of Business; U. of Virginia-McIntire School of Commerce; Boston C.-Carroll School of Management; Carnegie Mellon U.-Tepper School of Business; Drake U. C. of Business & Public Administration; Wake Forest U. School of Business; Lehigh U. C. of Business and Economics and Villanova U. School of Business.

**Community College in France.** Even though more than 40 percent of U.S. college students go to community college, only 1.8 percent of students who study abroad come from these schools. That is why for the third year, the Cultural and Scientific Services of the French

Embassy is sponsoring “Community College in France.”

C.C. students study at French universities in four boot camps concentrating on “sport and sustainable development,” or “sustainable development in the fields of public transportation and waste management,” or “major industrial challenges in France, including food and water, energy and materials, and data science and management” and “active citizenship in the digital era.”

All four boot camps are made affordable through funding from the French Embassy. U.S. community colleges have been asked to nominate a short list of students. Interested U.S. C.C. students need to check to see if their college supports the program.

**And, Internships Abroad.** Students seeking to distinguish themselves to future employers in the global economy are increasingly turning to internships abroad. The number of U.S. college students who took that route during the 2015-16 academic year reached 28,708, up 21 percent from the previous year, according to the Institute of International Education.

As a result of increased demand, many colleges are expanding their international

internship programs. But students who are eager to heighten their cultural sensitivity and develop their multilingualism, also need to calculate the cost of unpaid overseas internships, which with travel and living expenses can range up to \$8,000. And they need to plan far ahead to take care of things such as visa requirements and documentation to work in a foreign country.

**Rutgers Liberal 4+4 Medical School Option.** Rutgers U. in New Jersey has launched a new program for students in its New Brunswick’s Honors College that allows them to graduate into its Global Health Institute after four years, without having to take the Medical College Admissions Test.

However, unlike many college-to-medical school paths, Rutgers honors students can explore their various broad undergraduate interests, such as music or languages, as long as they also maintain a minimum GPA and fulfill all pre-med course requirements. The program is designed for its Honors College students, who are first-year recipients of a Rutgers Presidential Scholarship. ■

## More “Disabled” Students

The number of students who are now classified as “disabled” has increased dramatically in recent years. According to a recent *Wall Street Journal*, as many as one-in-four students at some elite colleges such as Amherst, Pomona, Smith or Oberlin fall under this category, primarily because of issues such as depression or anxiety. Under federal law, this entitles them to special accommodations, such as taking exams in special testing centers. From 2011 to 2016, the number of students using special accommodations at 22 public flagship universities increased by an average of 71 percent.

Meanwhile, between 2010 and 2017, the College Board saw the number of special accommodations requests for its tests jump 171 percent. It granted 94 percent of them. Psychologists told the *Journal* that there are many theories related to the increase, ranging from “social media habits to less stigma around mental illness.”

At Pomona, where the number has jumped from 5 percent in 2014 to 22 percent in 2018, Jan Collins-Eaglin, associate dean, explained, “We have extremely talented, bright students with very high expectations who are coming in with a good level of anxiety and are highly stressed. Our job here is to help them really thrive.” ■

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[www.collegeboundnews.com](http://www.collegeboundnews.com).

## NEWS YOU CAN USE

**Summer Courses Help C.C. Students.** The nonprofit, social policy and research organization MDRC’s “Encouraging Additional Summer Enrollment” project has worked with the Ohio Association of Community Colleges and four Ohio community colleges.

They conducted interventions to encourage summer enrollment. The first intervention was an informational campaign of personalized student communication using e-mail and standard mail to encourage students to take summer courses. The second approach used a similar informational campaign paired with “last-dollar” tuition assistance.

MDRC’s rigorous evaluation of the approaches found that the informational campaign plus tuition assistance was substantially more effective. But both interventions had a positive, statistically significant effect on credit accumulation, an important indicator of progress towards a degree. However, neither intervention had an effect on fall enrollment.

**Where Have All The Readers Gone?** According to researchers at San Diego State U. who analyzed four decades of data on teenager lifestyles, in the early 1990s, a third of 10th

graders reported reading the daily newspaper. By 2016 that number had dropped to 2 percent. During the 1970s, 60 percent of 12th graders read a book or magazine almost daily. But by 2016, only 16 percent read daily.

TV also suffered. In the 1990s, 22 percent of eighth graders reported watching five or more hours of TV a day. In 2016, only 13 percent spent that much time in front of the tube.

In 2016, the average high school senior spent six hours a day online, double the time a decade earlier. Eighth graders spent about four hours a day glued to their online devices.

“It’s so convenient to read books and magazines on electronic devices like tablets,” said Jean M. Twenge, the study’s lead author. “You just download the magazine issue or book and start reading. Yet reading has still declined precipitously....”

“Think about how difficult it must be to read even five pages of an 800-page college textbook when you’ve been used to spending most of your time switching between one digital activity and another in a matter of seconds. It really highlights the challenges students and faculty both face in the current era.” ■